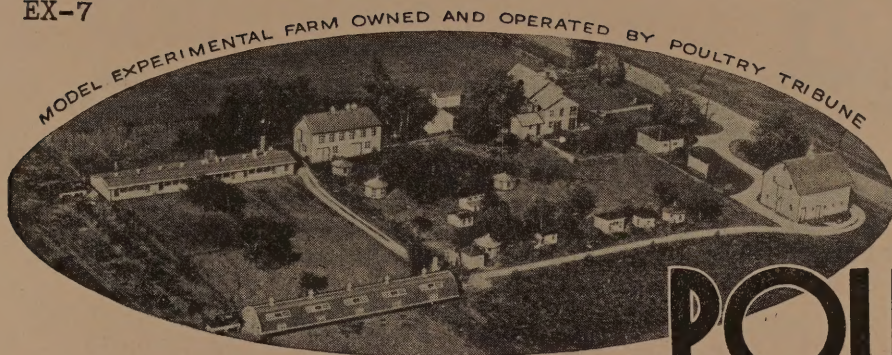




MODEL EXPERIMENTAL FARM OWNED AND OPERATED BY POULTRY TRIBUNE

POULTRY TRIBUNE

AMERICA'S LEADING POULTRY FARM MAGAZINE
MOUNT MORRIS ILL.



ORDER YOUR CHICKS EARLY

Remember that the hatcheryman or breeder from whom you order your chicks can't stock them on shelves like regular merchandise. Baby chicks are fragile things and they must be shipped within 24 hours after they are hatched, and they must reach you before they are 72 hours old. In order to reduce unnecessary shortages and surpluses during the chick season, please send your order four weeks in advance of date you want the chicks.

FOR YOUR OWN PROTECTION be sure to order your chicks from an advertisement in **POULTRY TRIBUNE**. Our advertisers are reliable and we guarantee you satisfaction, provided you mention **POULTRY TRIBUNE** when you place your order.

FREE PERSONAL LETTER SERVICE. If you cannot find in the current issues of **Poultry Tribune** the information you need about caring for your chicks, write a letter to our **SERVICE DEPARTMENT**, enclosing a three-cent stamp for reply. Your questions will be promptly answered by one of our poultry experts who will give you only dependable information learned by practical experience on our own experimental farm.

November 27, 1937

Dear Friend:

Your subscription for **POULTRY TRIBUNE** expired during 1937 and you have not renewed. Possibly you were discouraged by high feed prices and decided to go out of the poultry business for awhile. But don't stay out. NOW is the time **FOR YOU** to "COME BACK IN" and make money.

Don't follow the crowd. Be different. Buy when everybody else is selling; sell when the others are buying. Do the exact opposite of what most people are doing. That's the way to make money in poultry, in general farming, in business, in the grain market -- anywhere. Right NOW you can make money by expanding your poultry business. **MAKE YOUR PROFITS** while the others are hesitating about what to do.

The poultry outlook is so favorable at the present time that I know it will pay you to "keep posted" by reading **POULTRY TRIBUNE** every month. Broilers are selling on the Chicago market this week for 53% MORE THAN A YEAR AGO. Feed prices are tumbling, which means greater poultry profits for you this fall and winter. The price of laying mash has dropped 60¢ per 100 lbs. since April.

(over)

Your poultry profits this fall and winter will be the biggest in many a year because there is a NATIONAL SHORTAGE OF LIVE POULTRY. It is estimated that there are ONE HUNDRED MILLION fewer chickens on farms now than a year ago. Prices of poultry and eggs will skyrocket just as cattle and hog prices have. But will you get your share of profits from this coming high-price market? Be prepared to "cash in" by renewing your subscription NOW.

Increased paper and printing costs force us to increase the price of Poultry Tribune, effective Jan. 1st, 1938, to 50¢ per year. The regular price now is 25¢ per year, but to get your renewal in right now I am making a special offer -- GOOD ONLY TILL DEC. 31st -- of 3 yrs. for 50¢ (regular value 75¢) with your choice of our NEW BOOKS FREE.

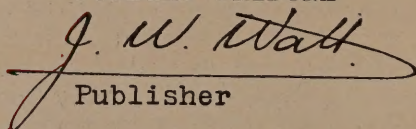
When you renew for three years you save us the expense of handling your subscription and cutting stencils each year. So we're making you this special offer of 3 yrs. for 50¢ with a FREE BOOK, thus passing on to you the saving you make possible by renewing for 3 years at a time. Act promptly. 50¢ invested NOW will buy three times as many copies as it will after January first. And in addition you get a valuable book FREE.

This SPECIAL CUT-PRICE offer is the biggest bargain the United States Post Office will allow us to make. You just can't afford to pass it up. The enclosed memorandum will give you some idea of how valuable these books are. And remember, you can get either one or both of them FREE with your renewal at a cut-price.

I am enclosing a handy order blank and a return envelope on which we pay the postage. Please mail your order today so we can start your subscription with the big December issue.

Cordially yours,

POULTRY TRIBUNE


Publisher

JWWatt:ft
Encl.

Memorandum from

**POULTRY
TRIBUNE**

Mount Morris, Illinois

LESLIE WATT, Circulation Dept.

Subject: Poultry Tribune's TWO NEW BOOKS

- (1) FROM CHICK TO LAYER, third edition, revised and copyrighted, 1937.
- (2) MODERN PLANS for POULTRY HOUSES and EQUIPMENT with BLUE PRINTS, copyrighted 1937.

SPECIAL NOTE: Instead of having our advertising department prepare a special circular, I am personally dictating this simple memorandum. We have found that practical poultry raisers like yourself prefer to receive a plain, frank statement of facts rather than an elaborate circular of glowing generalities.

I am going to be frank and waste no words:

- (1) These two books took months to revise. All of the latest discoveries and inventions in the poultry industry right up to 1937 are included in these books.
- (2) More than 200,000 copies of previous editions have been sold. So many changes have been made in the revised editions, however, that you need these new books, even though you may now have one of the earlier editions.
- (3) The work of revising and bringing UP TO DATE was done by the editors of POULTRY TRIBUNE. These men are nationally recognized experts on poultry. You can be sure that they have produced practical books with workable ideas.
- (4) Each book contains only the most important facts about its subject. Chick to Layer is 36 pages. Modern Plans with Blue Prints is 28 pages. You don't have to dig through hundreds of pages of reading matter to find what you want.
- (5) Each book is profusely illustrated with diagrams and photographs. Wherever possible pictures have been used instead of words.

PRACTICAL IDEAS
YOU CAN PUT TO
IMMEDIATE USE

Poultry Tribune and the books published by it have often been referred to as a gold mine of ideas. Either one of these TWO NEW BOOKS contains hundreds of valuable ideas, which may be worth HUNDREDS OF DOLLARS to you.

Don't miss this opportunity to get either or both of these wonderful books—FREE.

(Please turn to page 2)

HERE'S A FEW OF THE 211 IDEAS IN THESE

From CHICK to LAYER

ALFALFA RACK—build your own from our working diagram and simple specifications
—method of supplying vitamin A

BATTERIES—starting, growing, laying
—importance of temperature, ventilation and humidity
—proper room temperature for started chicks
—raising pullets in batteries
—caging the layers

BREEDING STOCK—milk and green feed
—flock matings
—age of
—egg production and size
—range
—weather conditions

BROODY COOP—diagram, specifications, and bill of material
—where to locate
—helps bring broody hens back into production

BROODER HOUSE—how to clean
—what litter to use
—number of chicks per square feet

BROODER STOVE—temperature for starting chicks
—indications of contented chicks
—results of too much heat
—how to prevent chicks from piling

CANNING CHICKENS—how to prevent discoloring
—canning time and pressure for both jars and tins

CHICK FEEDING—commercial mash
—vitamin D sources
—vitamin A sources
—vitamin G sources
—number chicks per feeder

COCKERELS—when to separate from pullets
—when to sell
—when to caponize
—how to select breeders

COST OF RAISING PULLETS—how to figure costs
—affect of brooding success
—value of equipment
—feed costs

CULLING—simplified system

DISEASE CONTROL—how to avoid Pullorum, Colds, Infectious Bronchitis, Brooder Pneumonia, Laryngotracheitis, Coccidiosis, Slipped Tendons

FEEDING—starting rations
—laying rations
—commercial feeds
—home mixing
—vitamin concentrates

HATCHING EGGS, CARE OF—best holding temperatures
—how often to deliver to hatchery
—how to handle
—shell texture
—value of turning

INCUBATION—correct operating temperatures for both sectional and cabinet machines
—amount ventilation needed
—affect of high humidity
—how often eggs should be turned

INTESTINAL PARASITES—how to keep them out of your flock

LICE AND MITES—how to get rid of them

LIGHTS IN LAYING HOUSE—how to get more eggs by using lights
—three systems of lighting
—size bulb needed for 200 square feet floor space

LINEBREEDING—easy way to increase egg production and egg profits

MARKETING PLANS—five practical systems which mean more profits for you

POULTRY HOUSES—diagrams for 24'x24' combination roof, 20'x40' shed roof, 24'x24' two story

POULTRY MANURE—how to make into valuable fertilizer

PROFIT CHART—easy way to figure selling price needed to make profit
—varies with feed cost and egg production

PLUS MANY, MANY OTHERS.

BOOKS—SEE HOW MANY YOU CAN USE

MODERN PLANS for POULTRY HOUSES and EQUIPMENT with BLUEPRINTS

BILL OF MATERIAL —furnished with each blueprint
—tells everything you need to buy for houses

BLUEPRINTS FOR —10'x12' Shed Roof Brooder House, 24'x24' Combination Roof Laying House, 20'x40' Shed Roof House, 24'x24' Two-Story House, 30'x30' Straw Loft House, Range Shelter

CATCHING CRATE —working diagram for

CEILINGS —proper height for

DEVELOPMENT OF MODERN POULTRY HOUSES —made possible by discovery of artificially supplying vitamin D

DROPPINGS PIT —labor saving
—cleaned only few times year
—does not draw flies
—eliminates inconvenience of dropping boards

FLOORS —concrete most satisfactory
—should have 8-inch fill of gravel or cinders
—wooden floors should be insulated

MISSOURI 30'x30' STRAW LOFT HOUSE —
good for average farm flock
—will accommodate 400 birds
—economical to build
—amount of straw needed
—open front for South
—insulation for North
—advantage of windows all around

MULTI-STORY HOUSES —for commercial poultrymen
—advantages of wider houses
—advantages of multi-stories over long one story
—need for solid partitions between pens
—proper facing direction

RANGE FEED HOPPER —diagram and bill of materials for

RANGE SHELTER —makes possible second brood of chicks
—easily built from our blueprint
—houses 125 Leghorn pullets

RANGE WATERER —how to make from buttermilk barrel

REEL MASH FEEDER —photographs and bill of materials

REMODELING OLD POULTRY HOUSES —increases egg production

ROOFS —good roof necessity
—use of composition paper, shingles, metal
—patching holes in old roof

ROOSTS —proper location in house
—amount of roosting space needed per bird

SEMI-MONITOR HOUSES —impossible to ventilate properly
—how to remodel into combination roof house

10'x12' SHED ROOF BROODER HOUSE
—photograph of finished house
—real blue print
—complete bill of materials
—will hold 400 chicks

20'x40' SHED ROOF HOUSE —suitable for 250 birds
—proper direction for facing
—need for sloping floor
—how to install dropping boards and roosts

24'x24' COMBINATION ROOF LAYING HOUSE —24 foot depth ideal for winter climates
—advantages of combination roof
—how to make moisture proof floor
—how to insulate
—best type of window for
—provision for cleaning
—how to install ventilation system
—heating plant for
—water system for
—feed room for convenience

24'x24' TWO-STORY HOUSE —for specialized poultry raising
—concrete floor on second story
—numerous uses for feed room
—enclosed stairway necessary
—upper floor for pullets
—lower floor for breeders

PLUS MANY, MANY OTHERS.

(over)

CAN YOU ANSWER THESE QUESTIONS?

- How can you get high priced June-November eggs? See p. 14
- If chicken is canned in sheet iron or copper utensils, will the meat discolor? See p. 26
- What does it cost to raise pullets? See p. 9
- Do humans require as many cubic feet of air space per pound of live weight as chickens? See p. 27
- Are all hybrid chicks sex-linked? See p. 22
- When should cockerels be separated from pullets? See p. 2
- How can you forecast your poultry profits? See p. 17
- Why does a baby chick need not be fed for 48 hours after hatching? See p. 5
- What are seven essentials of worm control? See p. 11
- Why should chicks be raised on clean soil, away from the old hens? See p. 6
- Are turkeys easy to raise? See p. 31

PROFIT BY THE

EXPERIENCE OF OTHERS!

Every plan, idea or method described in these valuable books is the actual experience of some individual who has profited by the idea. If these ideas have been so profitable for others, why not get these books NOW? They are FREE with your subscription.

IRON-CLAD GUARANTEE

WE ABSOLUTELY GUARANTEE THAT BOTH "CHICK TO LAYER" AND "MODERN PLANS WITH BLUEPRINTS" ARE ALL WE CLAIM THEM TO BE OR WE WILL REFUND YOUR MONEY INSTANTLY

HOW YOU CAN GET THESE NEW BOOKS—FREE!

The ideas in "FROM CHICK TO LAYER" and "MODERN PLANS WITH BLUEPRINTS" may be worth hundreds of dollars to you . . . But we are not going to ask you to pay one cent for either book . . . We are going to give you either book ABSOLUTELY FREE with a 3 years' subscription to POULTRY TRIBUNE. BOTH BOOKS are FREE with a 6 YEARS' subscription. Mail the order blank while this special offer is before you. Act immediately.

Important News!

Effective Jan. 1, 1938 the subscription
price on Poultry Tribune will be

50c per year

This new price is double the present rate of 25c a year, and it is **THREE TIMES AS MUCH** as the special cut-price offer we are making you **NOW.**

SEE OTHER SIDE FIRST—

Increased costs of paper and printing force us to raise the price on January first, but you can still "get in under the wire" by renewing right now. Think of it! For 50c now you can get a three year subscription which after January first will cost you \$1.50. And you get a valuable book FREE.

The poultry situation is getting better all the time. Feed prices are dropping, poultry prices are up. That combination means more profit for you. But to be fully equipped to make the greatest possible profit you need Poultry Tribune. Keep posted by renewing your subscription. Make 50c do the work of \$1.50 by ordering now. This is your **LAST CHANCE** to "get in" on this bargain. Don't delay! Mail your order **TODAY!**

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P. O. _____

State _____

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Subscription Dept.

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POULTRY TRIBUNE, Mount Morris, Illinois

AZ-Ex-7

I am taking the offer (or offers) checked below for which I enclose \$.....

- ☐ **3 yrs. P. T.** (reg. value 75c) for 50c with book, "From Chick to Layer" Free.
- ☐ **3 yrs. P. T.** (reg. value 75c) for 50c with book, "Modern Plans with Blueprints" Free

If you check both squares we will send you 6 yrs. P. T. for \$1. with BOTH BOOKS FREE

If you want only Poultry Tribune
WITHOUT the books check here:

☐ **2 yrs. P. T. for 25c**

Name

R. F. D. or St.

P. O. and State

4698-22-11-37

IMPORTANT: All prices will be doubled after Jan. 1, 1938. Order now at bargain prices

"Chick to Layer" book FREE with 3 years' subscription

Brand new edition, copyright 1937. Includes all the latest discoveries, methods. Will show you how to raise 90% of your chicks. More than 200,000 copies of previous editions have been sold. So many changes have been made in new edition, however, that you need a copy, even though you may have one of the earlier editions. All about baby chicks, growing stock, cost of raising pullets, culling simplified, how to get high priced June-November eggs, linebreeding, lights in laying house, batteries, how to avoid disease, how to control lice and mites, feeding, housing, marketing, profit charts, etc., etc. Only important facts. 36 pages, 8½" x 11". Lots of photographs and diagrams. FREE with 3 years subscription for Poultry Tribune at **50c**

Building Plans Given FREE with 3 years' subscription

Real blueprints from which you can build your own poultry houses. Complete plans with specifications, bill of material, working diagrams. Everything you need for 10' x 12' Shed Roof Brooder House, 24' x 24' Combination Roof Laying House, 20' x 40' Shed Roof House, 24' x 24' Two Story House, 30' x 30' Straw Loft House, Range Shelter. All about foundations, floors, roofs, ceilings, insulation, windows, heating plants, water systems, ventilation, feed room, droppings pit, roosts, remodeling old houses, etc., etc. Practical ideas you can put to immediate use. FREE with 3 years subscription for Poultry Tribune at **50c**

PROFIT BY THE EXPERIENCE OF OTHERS!

Every plan, idea or method described in these valuable books is the actual experience of some individual who has profited by the idea. If these ideas have been so profitable for others, why not get these books NOW? They are FREE with your subscription.

IRON-CLAD GUARANTEE!

We absolutely guarantee that both "Chick to Layer" and "Modern Plans with Blueprints" are all we claim them to be or we will refund your money immediately.



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